



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Contract # 339148

Schedule Dates 10/30/12-11/06/12

Advertiser Pol/R CASEY/D/JS Senate (16759)

Agency SPOT & ASSOCIATES (2909)

Product POLITICAL - FEDERAL CANDIDATE (1067)

Brand POL/R CASEY/D/SEN/PA (134170)

Salesperson Telerep/Washington DC, Washington DC (1040)

Sales Office Telerep/Washington DC

Buyer Name DETTORRE,MICHAEL

Phone/Fax /

CPE N/A

Account Types National/Political

Billing Type Standard

Comments BOB CASEY :30 WK 10/30

**** THIS IS A CASH IN ADVANCE SCHEDULE ****.

Pittsburgh (WPXI) By Broadcast Month	Spots	Rate
Nov. 2012	63	\$82,400.00
Grand Total:	63	\$82,400.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/30/12-11/02/12	3	:30	7A- 8A (EST)		2	2	2	2			8	\$850.00	\$6,800.00	Pittsburgh (WPXI)	TODAY SHOW 7-8A/1	10/29/12	
2.0	Normal Line / Spot	11/05/12-11/06/12	3	:30	7A- 8A (EST)		2	2					4	\$850.00	\$3,400.00	Pittsburgh (WPXI)	TODAY SHOW 7-8A/1	10/29/12	
3.0	Normal Line / Spot	10/30/12-11/02/12	3	:30	8A- 9A (EST)			2	2	2			8	\$800.00	\$6,400.00	Pittsburgh (WPXI)	TODAY SHOW 8A-9A/	10/29/12	
4.0	Normal Line / Spot	11/05/12-11/06/12	3	:30	8A- 9A (EST)			2	2				4	\$800.00	\$3,200.00	Pittsburgh (WPXI)	TODAY SHOW 8A-9A/	10/29/12	
5.0	Normal Line / Spot	10/30/12-11/02/12	3	:30	5:59A- Channel 11 News 6am		1	1	1	1			4	\$1,100.00	\$4,400.00	Pittsburgh (WPXI)	6AM NEWS	10/29/12	
6.0	Normal Line / Spot	11/05/12-11/06/12	3	:30	5:59A- Channel 11 News 6am		1	1					2	\$1,100.00	\$2,200.00	Pittsburgh (WPXI)	6AM NEWS	10/29/12	
7.0	Normal Line / Spot	10/30/12-11/02/12	3	:30	4P- Judge Judy 4p			1	1	1	1		2	\$550.00	\$1,100.00	Pittsburgh (WPXI)	4P JUDGE JUDY	10/29/12	
7.0.1	Closed Preempt	10/30/12															Pittsburgh (WPXI)	Program Change/Exception	
7.0.2	Closed Preempt	11/01/12															Pittsburgh (WPXI)	Political/Exception -	
8.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	4P- Judge Judy 4p			1					1	\$550.00	\$550.00	Pittsburgh (WPXI)	4P JUDGE JUDY	10/29/12	
9.0	Normal Line / Spot	10/30/12-11/02/12	3	:30	5P- 5:30P (EST)				1	1	1	1	4	\$1,100.00	\$4,400.00	Pittsburgh (WPXI)	5-5:30P NEWS	10/29/12	
10.0	Normal Line / Spot	10/30/12-11/02/12	3	:30	5:58P- Channel 11 News At 6pm M-F				1	1	1	1	4	\$1,300.00	\$5,200.00	Pittsburgh (WPXI)	6PM NEWS	10/29/12	

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



Contract # 339148

339148
10/30/12-11/

**Contract
Schedule Dates**

339148
10/30/12-11/06/12

Date Entered
Last Modified
10/29/12
10/31/12

Pittsburgh (WPXI)		
Broadcast Month	Spots	Rate
Nov. 2012	<u>63</u>	\$82,400.00
Grand Total:		

Short & Associates	Sales Office
1831 Chestnut Street	D'ETTORRE, MICHAEL
Philadelphia, PA 19103	Telerep/Washington DC
Buyer Name	/
Phone/Fax	
CFE	N/A
Account Types	National/Political
Billing Type	Standard
Comments	BOB CASEY '30 WK 10/30

BOB CASEY:30 WK 10/30
******* THIS IS A CASH IN ADVANCE SCHEDULE *******

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered	
11.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	5:58P- Channel 11 News AT 6:00M M-F	1								1	\$1,300.00	\$1,300.00	Pittsburgh (WPXI)	6PM NEWS	10/29/12	
12.0	Normal Line / Spot	10/30/12-11/02/12	3	:30	6:59P- Jeopardy									2	\$2,200.00	\$4,400.00	Pittsburgh (WPXI)	JEOPARDY	10/29/12	
12.0.1	Closed Preempt	11/01/12																Pittsburgh (WPXI)	Political/Exception -	
12.0.2	Closed Preempt	11/02/12																Pittsburgh (WPXI)	Political/Exception	
13.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	6:59P- Jeopardy									1	\$2,200.00	\$2,200.00	Pittsburgh (WPXI)	JEOPARDY	10/29/12	
14.0	Normal Line / Spot	10/30/12-11/02/12	3	:30	7:30P- WHEEL OF FORTUNE									1	\$2,200.00	\$8,800.00	Pittsburgh (WPXI)	WHEEL.	10/29/12	
15.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	7:30P- WHEEL OF FORTUNE									1	\$2,200.00	\$2,200.00	Pittsburgh (WPXI)	WHEEL.	10/29/12	
16.1	Normal Line / Prime	11/05/12-11/05/12	4	:30	7:57P- The Voice 8-10P									1	\$5,250.00	\$5,250.00	Pittsburgh (WPXI)	THE VOICE	10/30/12	
17.0	Normal Line / Spot	10/30/12-11/02/12	3	:30	10:59P- CHANNEL 11 NEWS AT 11P									1	\$2,700.00	\$10,800.00	Pittsburgh (WPXI)	L1PM NEWS	10/29/12	
18.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	10:59P- CHANNEL 11 NEWS AT 11P									1	\$2,700.00	\$2,700.00	Pittsburgh (WPXI)	L1PM NEWS	10/29/12	
19.0	Normal Line / Spot	11/04/12-11/04/12	3	:30	8A- 10A (EST)									1	\$500.00	\$500.00	Pittsburgh (WPXI)	SUN AM NEWS 8A-10A	10/29/12	

CONFIRMATION CONTRACT

Accepted-Station:	Date:
Comments:	

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WPXI
4/45 Evergreen Road

Pittsburgh, PA 15214

Shorr & Associates
1831 Chestnut Street
Philadelphia, PA 19103

Schedule Dates 10/30/12-11/06/12
Advertiser Pol/R Casey/D/J/S Senate (16759)
Agency Product Political - Federal Candidate (1067)
Brand Salesperson POL/R CASEY/D/SEN/PA (134170)
Sales Office Telerep/Washington DC, Washington DC (1040)
Buyer Name DETTORRE,MICHAEL
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments BOB CASEY :30 WK 10/30
***** THIS IS A CASH IN ADVANCE SCHEDULE ***** , .

Contract #		339148	Date Entered	10/29/12	Pittsburgh (WPXI)	By Broadcast Month	Spots	Rate
Schedule Dates		10/30/12-11/06/12	Last Modified	10/31/12	Nov. 2012	63	\$82,400.00	
Advertiser		Pol/R Casey/D/J/S Senate (16759)	Entered By	Deb O'Keefe				
Agency			Co-Op	Yes				
Product			Headline #					
Brand			Demo					
Salesperson			Order Type	Normal				
Sales Office			Package Deal					
Buyer Name			Commission %	15.00				
Phone/Fax			Commission	\$12,360.00				
CPE			Net Total	\$70,040.00				
Account Types			Sales Tax					
Billing Type								
Comments								

CONFIRMATION CONTRACT																			
Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
20.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	5P- 5:30P (EST)	1						1		\$1,100.00	\$1,100.00	Pittsburgh (WPXI)	5:30P NEWS	10/29/12	
21.0	W/G For 7.0.1 / Spot	10/30/12-10/30/12	3	:30	4P- Channel 11 News 4-5P	1						1		\$550.00	\$550.00	Pittsburgh (WPXI)	NEWS 4-5P/MKDD	10/29/12	
22.0	W/G For 12.0.1,12.0.2 / 5pot	11/02/12-11/02/12	2	:30	6:59P- Jeopardy	1						1		\$3,350.00	\$3,350.00	Pittsburgh (WPXI)	JEOPARDY	10/31/12	
23.0	W/G For 7.0.2 / 5pot	11/02/12-11/02/12	2	:30	4P- Judge Judy 4P	1						1		\$825.00	\$825.00	Pittsburgh (WPXI)	4P JUDGE JUDY	10/31/12	
24.0	Normal Line / Spot	11/02/12-11/02/12	2	:30	11:59A- Channel 11 News At Noon	1						1		\$750.00	\$750.00	Pittsburgh (WPXI)	Noon News	10/31/12	
25.0	Normal Line / Spot	11/02/12-11/02/12	5	:30	4A- Early Today	1						1		\$25.00	\$25.00	Pittsburgh (WPXI)	Early Today	10/31/12	

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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